STYLE GUIDE

VERSION 1.0

2011



LEGO NINJAGO Masters of Spinjitzu

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KEY INFORMATION



INTRODUCTION

LEGO® Ninjago is the BIG news of 2011. An entirely new LEGO play theme, launched globally across multiple platforms, and backed up with a totally integrated marketing campaign.

For the first time, we will attract new and existing customers with a completely seamless experience that bridges physical play, LEGO product building and interactive on-line gaming.

At its core is a cool and action packed Ninja story with strong and exciting characters to kick-start boys' imagination. Supported in turn by a new collectable competitive 'spinning' toy, play theme models for building and role-play, LEGO board games and virtual gaming in LEGO Universe and on LEGO.com

LEGO Ninjago has the potential to spark a wide-ranging, 'must-have' craze amongst consumers. And enjoys a level of marketing support to ensure it will become one of the LEGO Groups' most successful play themes ever.

This style guide has been created to help you with your work in developing licensing products for this new LEGO theme. As well as illustrations and mood boards, it contains different graphic elements such as logos, fonts and colours, and recommends clearly how these are to be used.

If you have any questions about this style guide, please contact the LEGO Licensing team. Please remember that all licensing products must be approved by the LEGO Licensing team before production.



The LEGO Group introduces the collectable competitive 'spinning' toy.

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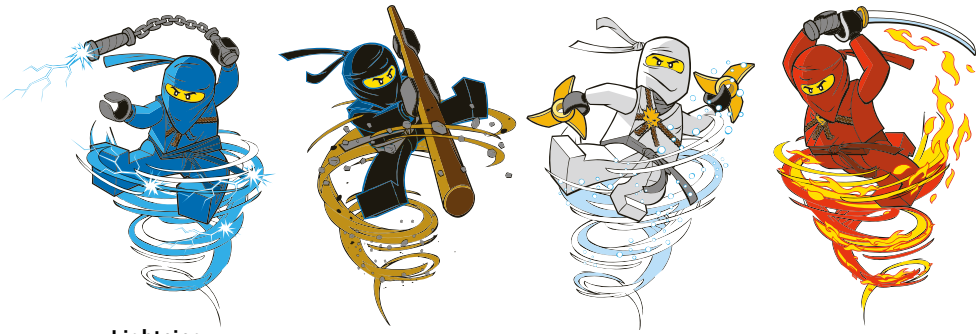
THE PLAY THEME

LEGO® Ninjago is a new and action-packed LEGO theme based on a modernised version of the classic Ninja story:

The world is under threat… Lord Garmadon is using his skeleton army to rebuild the world in his image. The only thing that stands in his way is four young apprentices… and they are on shaky ground.

The apprentices are not ready. They need to master Spinjitzu; an ancient and powerful martial art where a ninja moves so fast his actions turn into a tornado. They must also master their elemental powers (Lightning, Earth, Ice, and Fire).

Only then can these four young apprentices hope to defeat the evil Lord Garmadon. Only then, can this new force of nature save the world.



Lightning | Earth | Ice | Fire

The Ninja tradition is one that is already familiar to our target group. Taking its origin in historical myths; stories, movies and comics have created a global Ninja awareness, which means children already know how to play Ninjas. It's all about sneaking in to solve a dangerous task, facing an opponent and fighting him with different weapons and martial art skills.

This is an adventure play theme that will attract and keep new and existing LEGO users. While the universe itself is expansive and engaging, we've ensured a low entry level for a majority of boys with a simple but epic product driven story.

As well as classic LEGO building sets, LEGO Ninjago also introduces additional collectable products such as spinners and cards. These will give boys the ability to personalise their figures and add an element of competition to their play. It will also encourage boys to socialise and connect through the LEGO Ninjago universe, creating word of mouth', peer-to-peer communication and a 'must-have' mindset.

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TARGET GROUP

The new LEGO® Ninjago play theme is aimed at boys between six and eleven years old, with a communication sweet spot at eight years old.

Because of the complete universe that has been built up around this play theme, LEGO Ninjago will be interesting and desirable to a wide range of boys.

While the LEGO products designed for this play theme will attract existing LEGO users with a medium to heavy affinity for building LEGO sets, the new spinners will broaden the audience amongst light, lapsed or non-LEGO builders.

The LEGO Ninjago campaign has been created to reach the modern boy who operates in a world of multiple media touch-points. For him there is no difference between “off-line” and “on-line”: instead he switches easily between watching TV, Internet gaming and playing with friends.

Here is how a typical 8 year-old fan would look at his LEGO Ninjago experience:

“I can’t wait to play with my new LEGO Ninjago toys! First I am going to build the dragons for the ninjas to ride on. They will fight the Skeleton army and make sure Lord Garmadon doesn’t get a hold of the powerful ninja weapons. I have collected so many weapons, and I have gotten really good with the new Spinners, too. My friends are all meeting up later for a Spinjitzu competition, and then we will also play the new Ninja cards. It is so awesome, and the LEGO men spin so fast like a real ninja warrior!”



MY WORLD

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TARGET GROUP



MY WORLD

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CREATIVE STRATEGY

Our goal is to create and maintain a successful LEGO® play theme that not only entertains the target group, but connects them emotionally to the universe, the mission and the characters.

We intend to encourage boys to engage and participate with the LEGO Ninjago universe through a multiple media and multiple experience campaign.

This all-encompassing campaign will deliver a high awareness of the LEGO Ninjago play theme and create a strong desire for the Spinner and themed products.

It will reach out to core LEGO fans, boost the frequency amongst light & lapsed users and recruit new boys by utilsing new forms of communication.

The key to the success of this strategy lies in its ability to generate involvement and engagement. LEGO Ninjago will trigger the emotions of boys and encourage them to:



By role playing themselves as a character in the story



Through the competitive play of the Spinners and the conflict role play with the products



Through interactive games and content, which allows them to chose how and when they interact with the LEGO Ninjago universe



By becoming more deeply immersed in the play theme thus increasing their expertise and knowledge about the LEGO Ninjago universe

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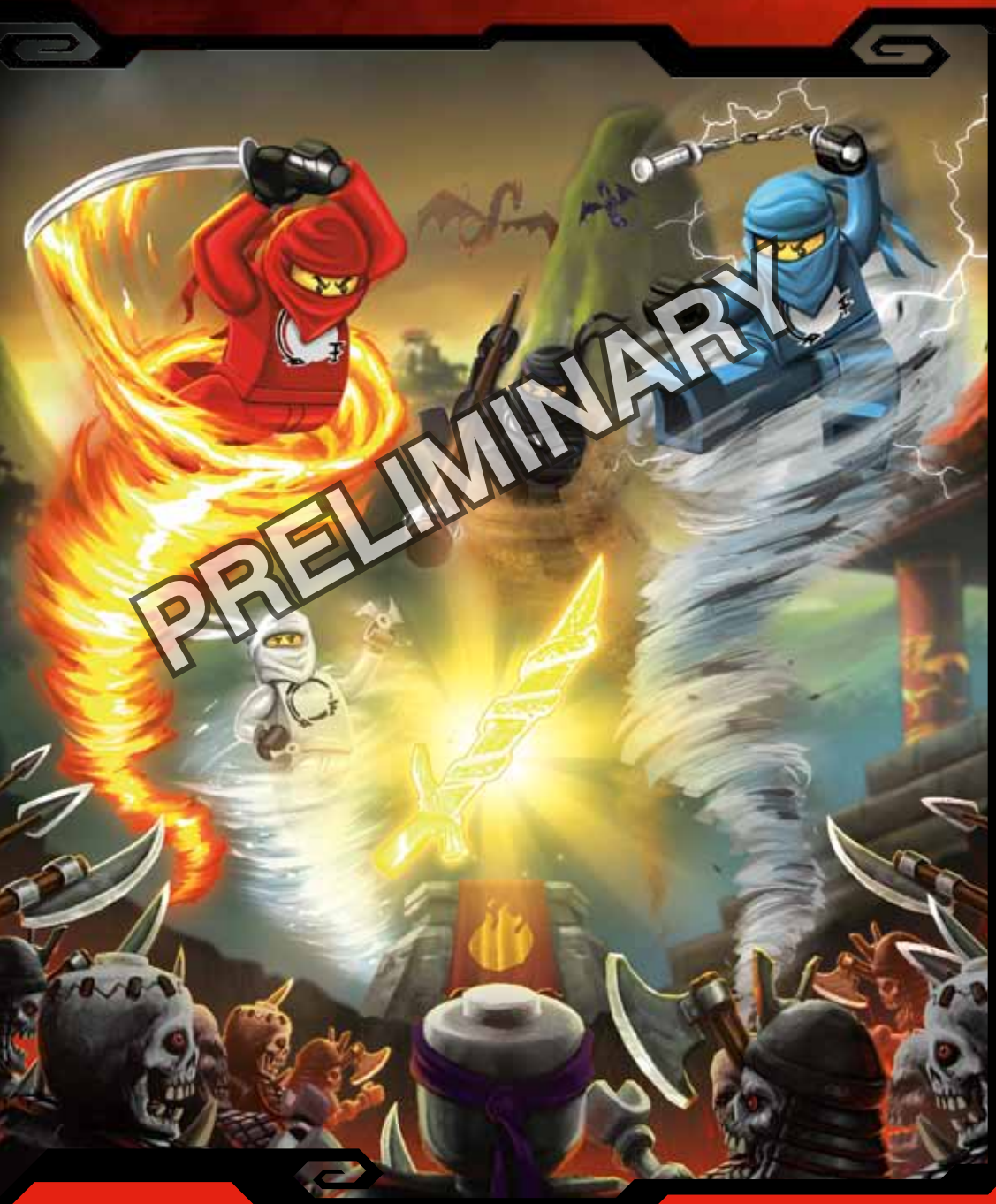




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CONCEPT VISUALS







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TOOLBOX



CHARACTER ART



Ninjas_final.ai

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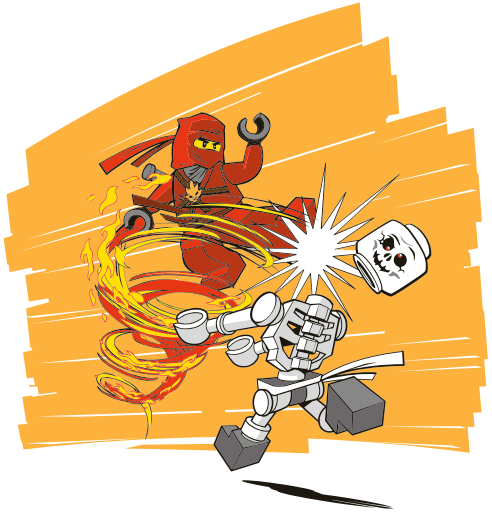
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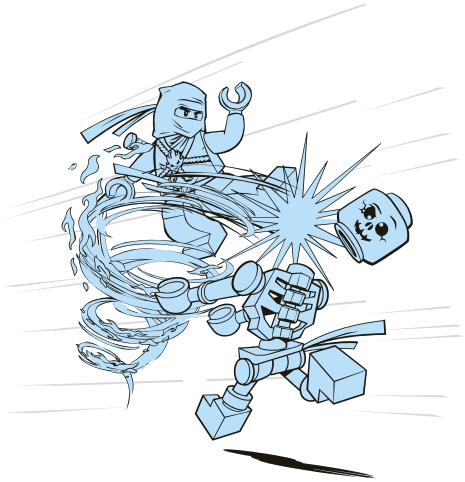




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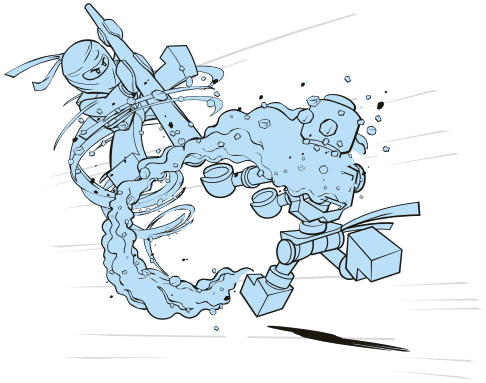


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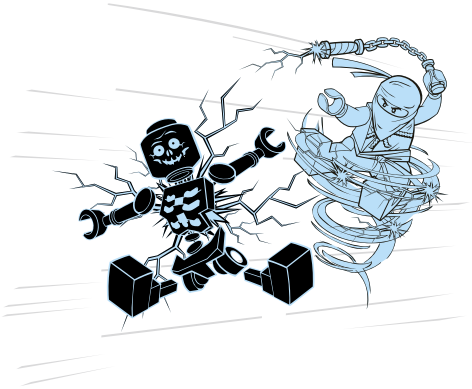


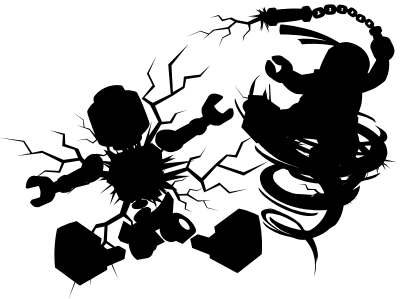




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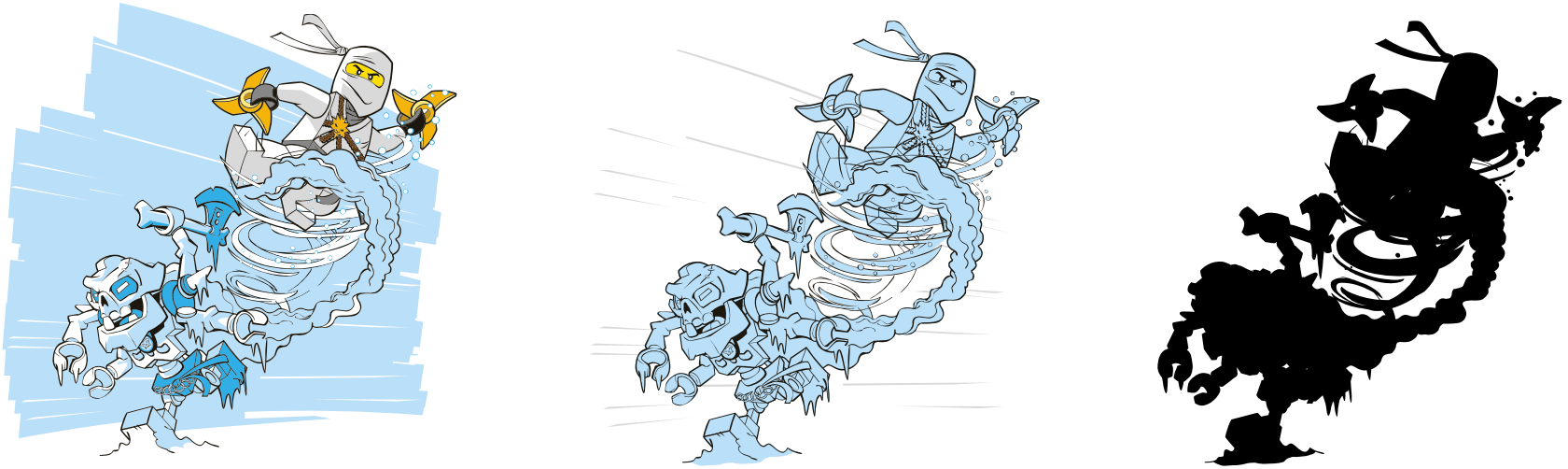


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CHARACTER ART



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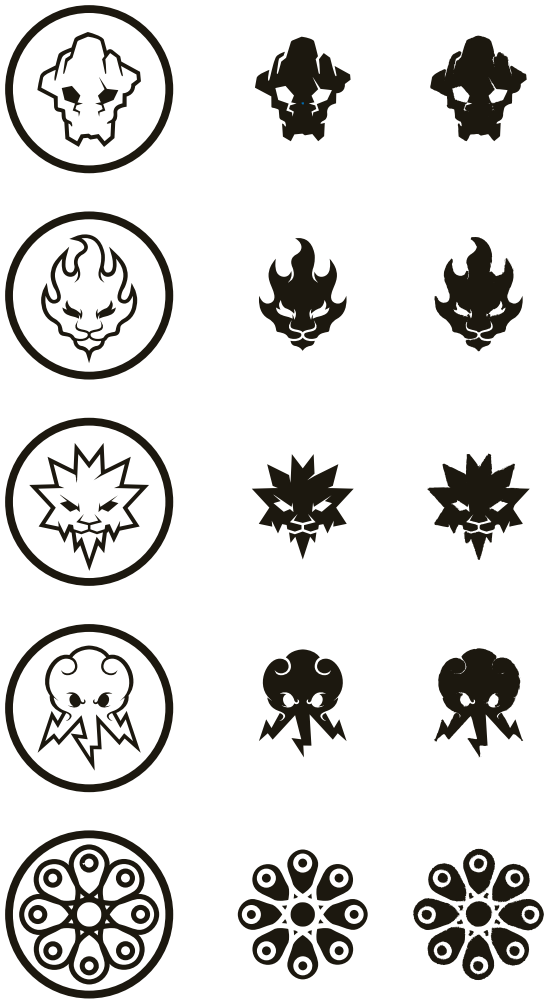


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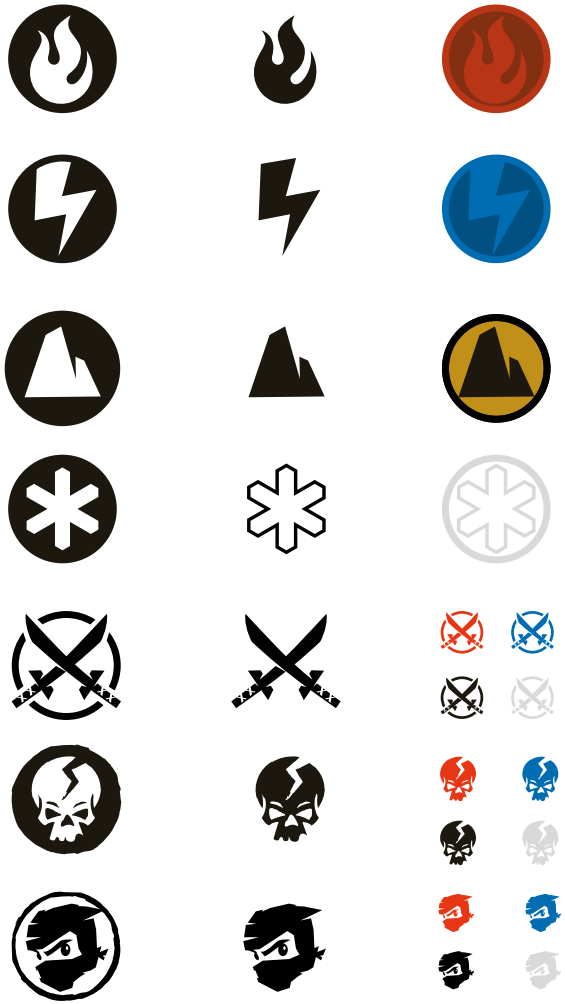
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ICONS



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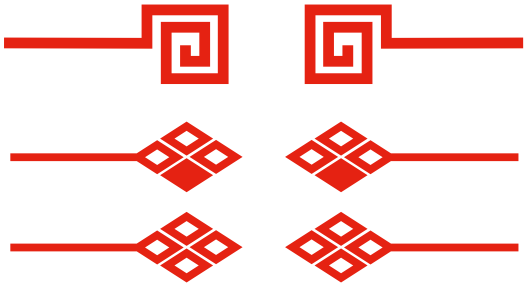
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NB: Do not seperate the signs



1: Ninja
1A: Persevere

2: Dragon
2A: Ninja

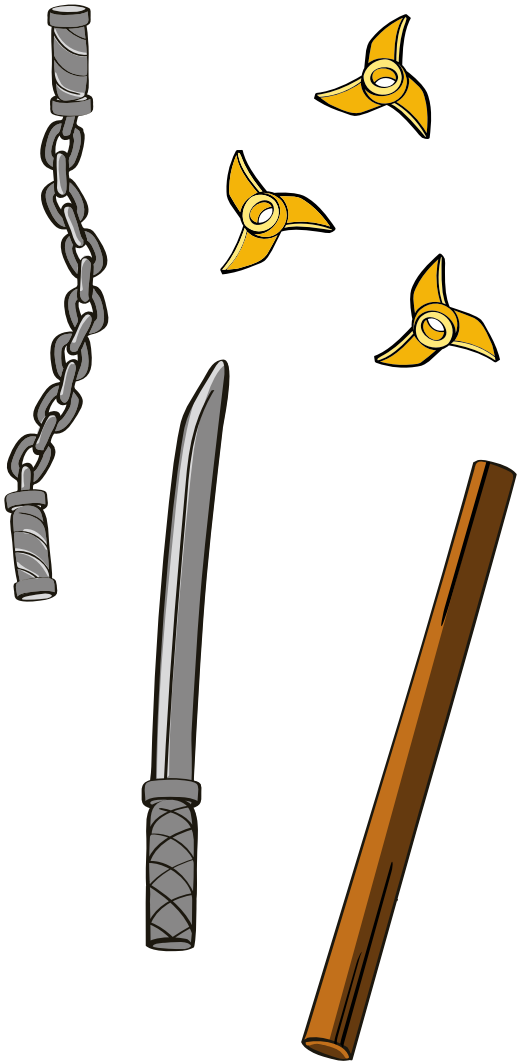


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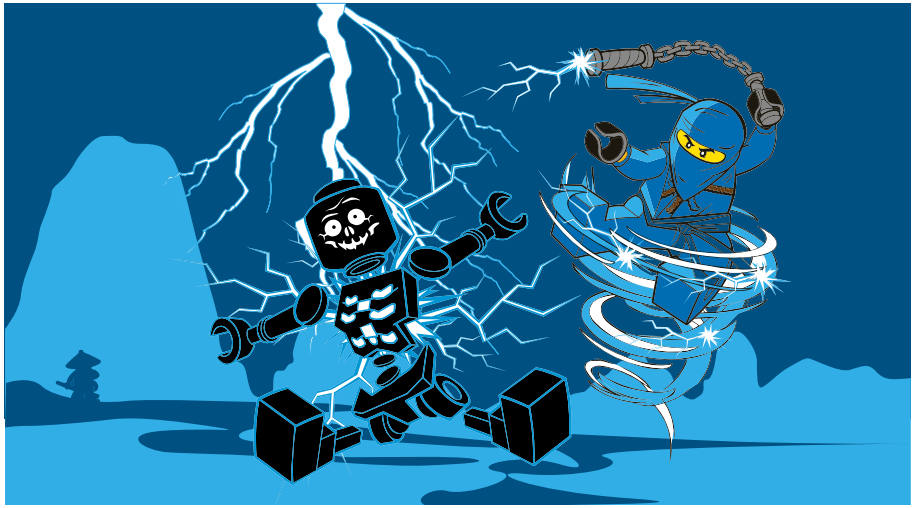
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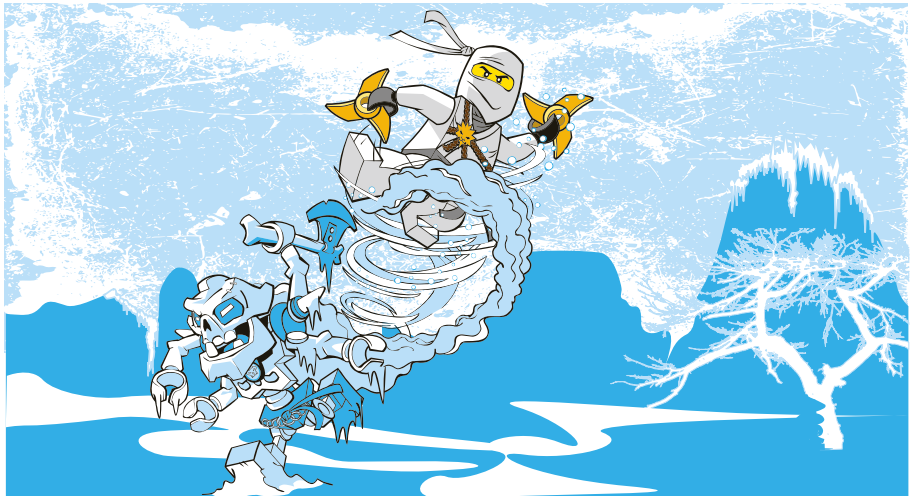
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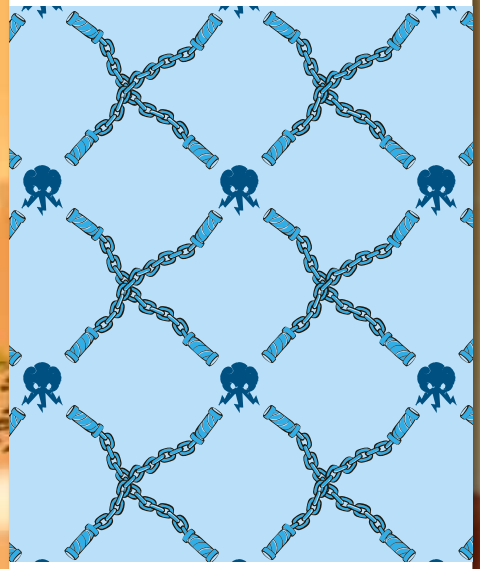
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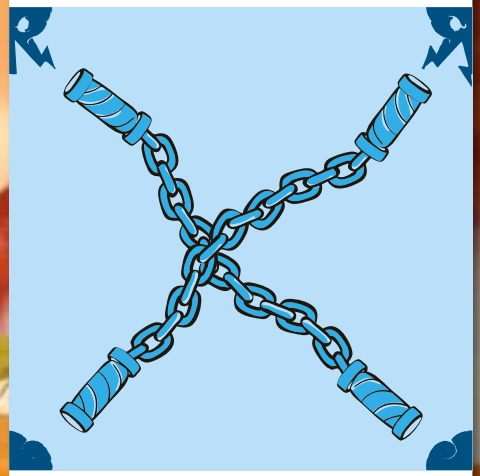
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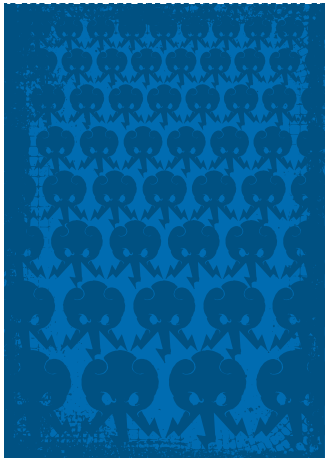
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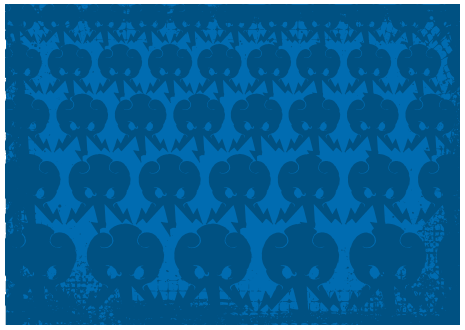
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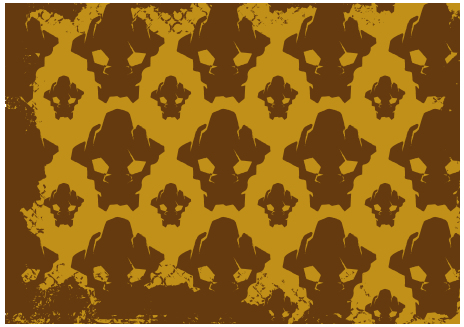




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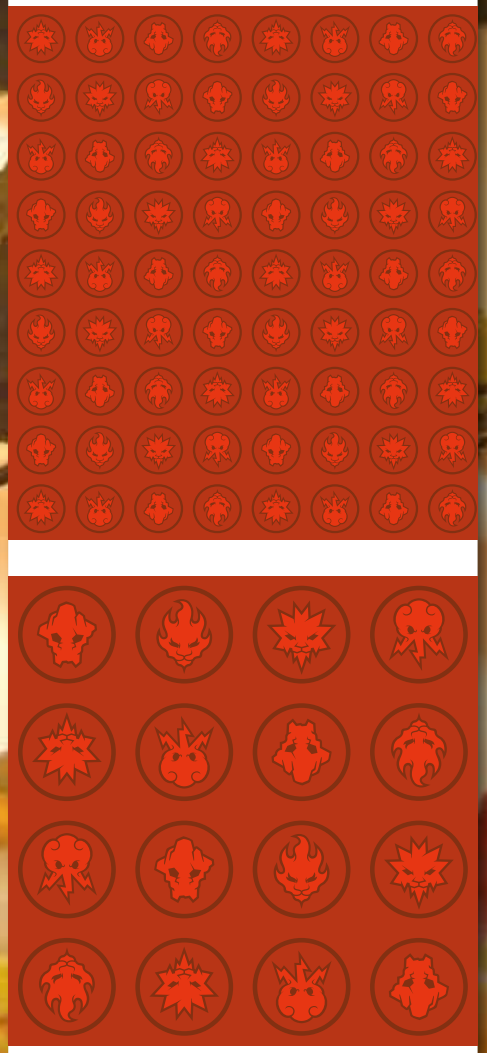


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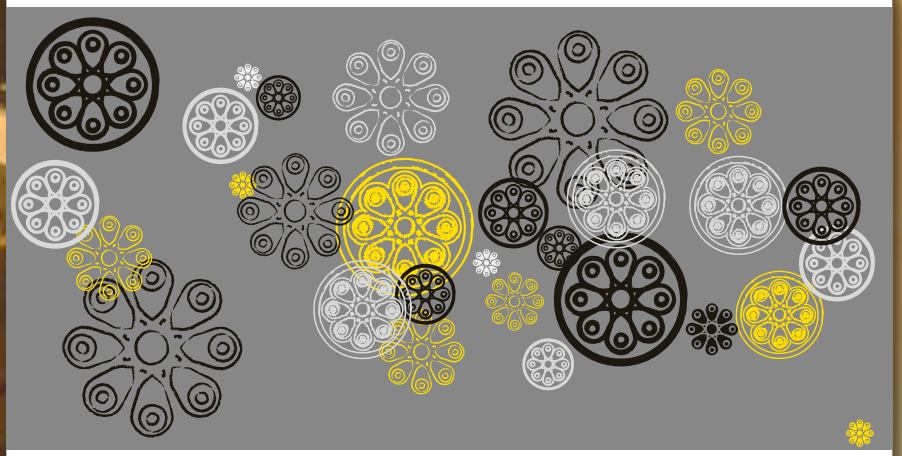
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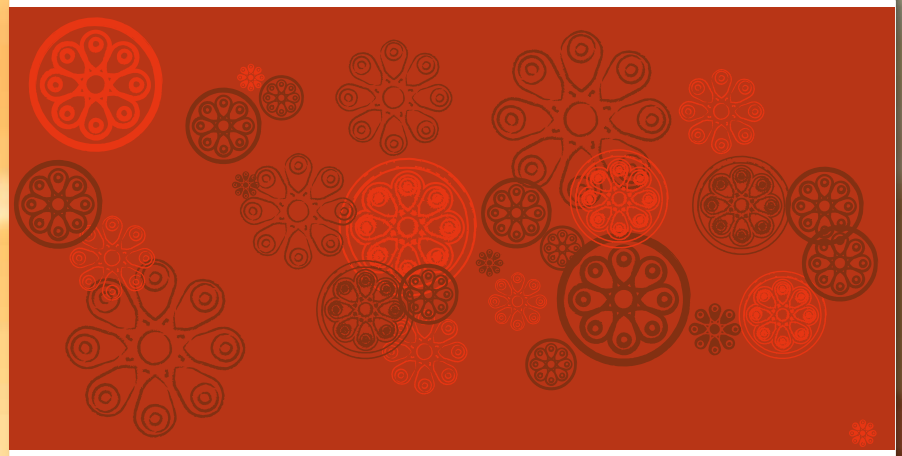
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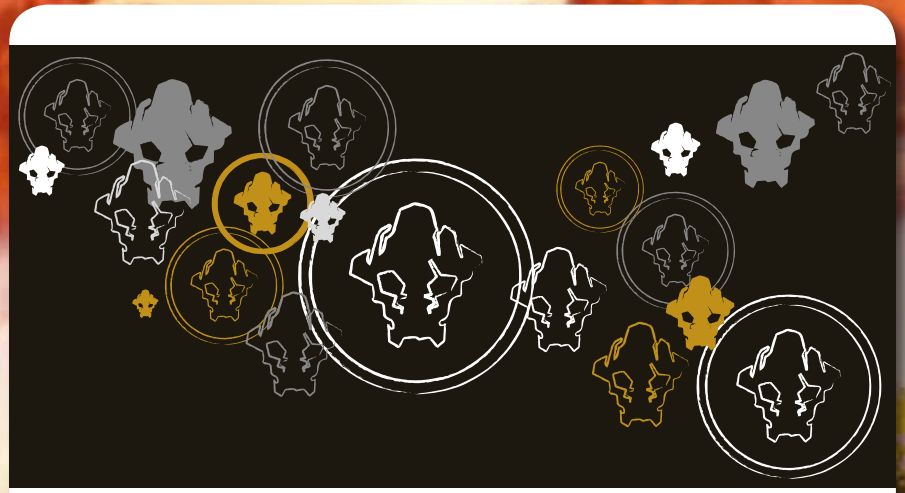
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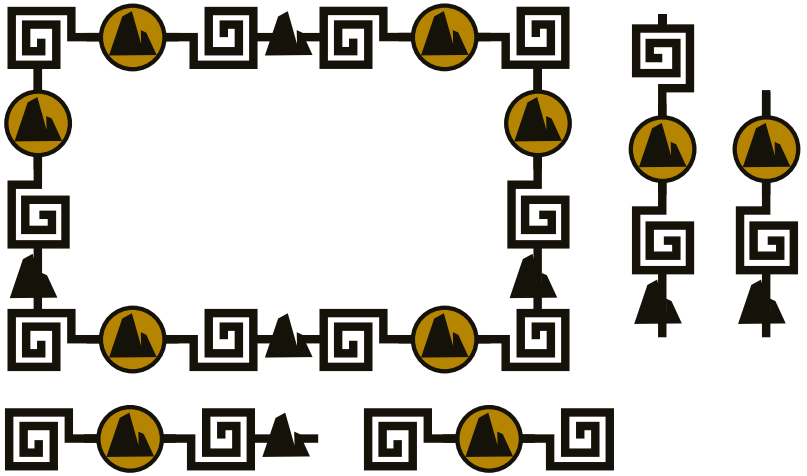


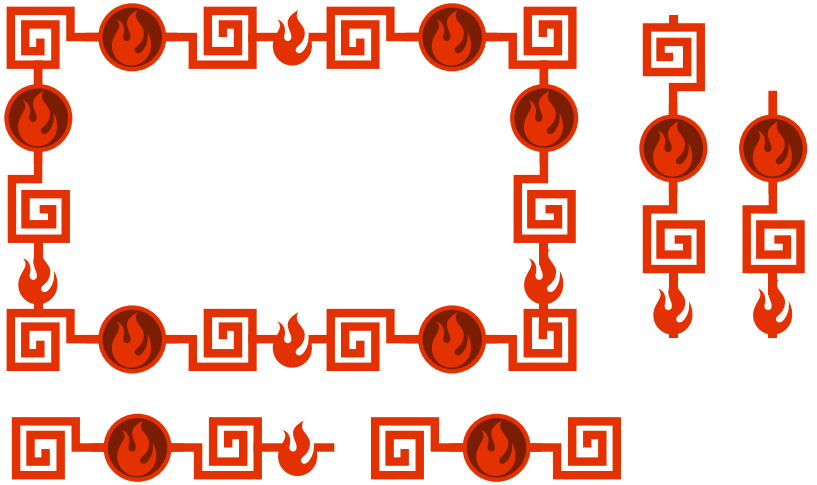
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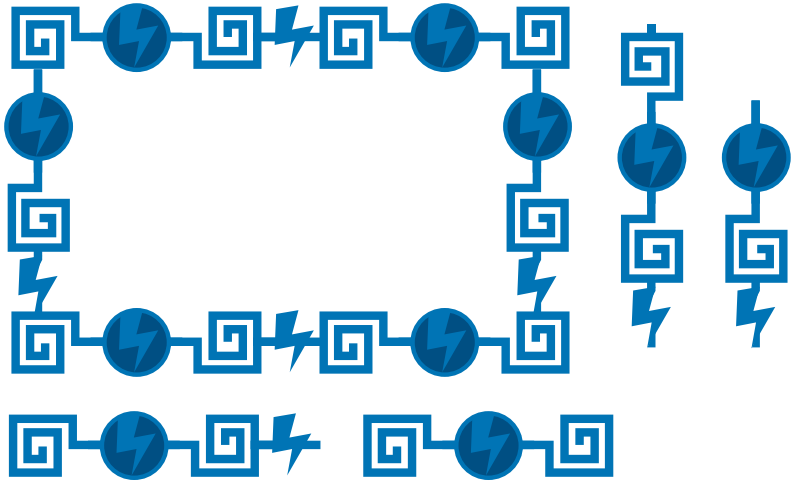
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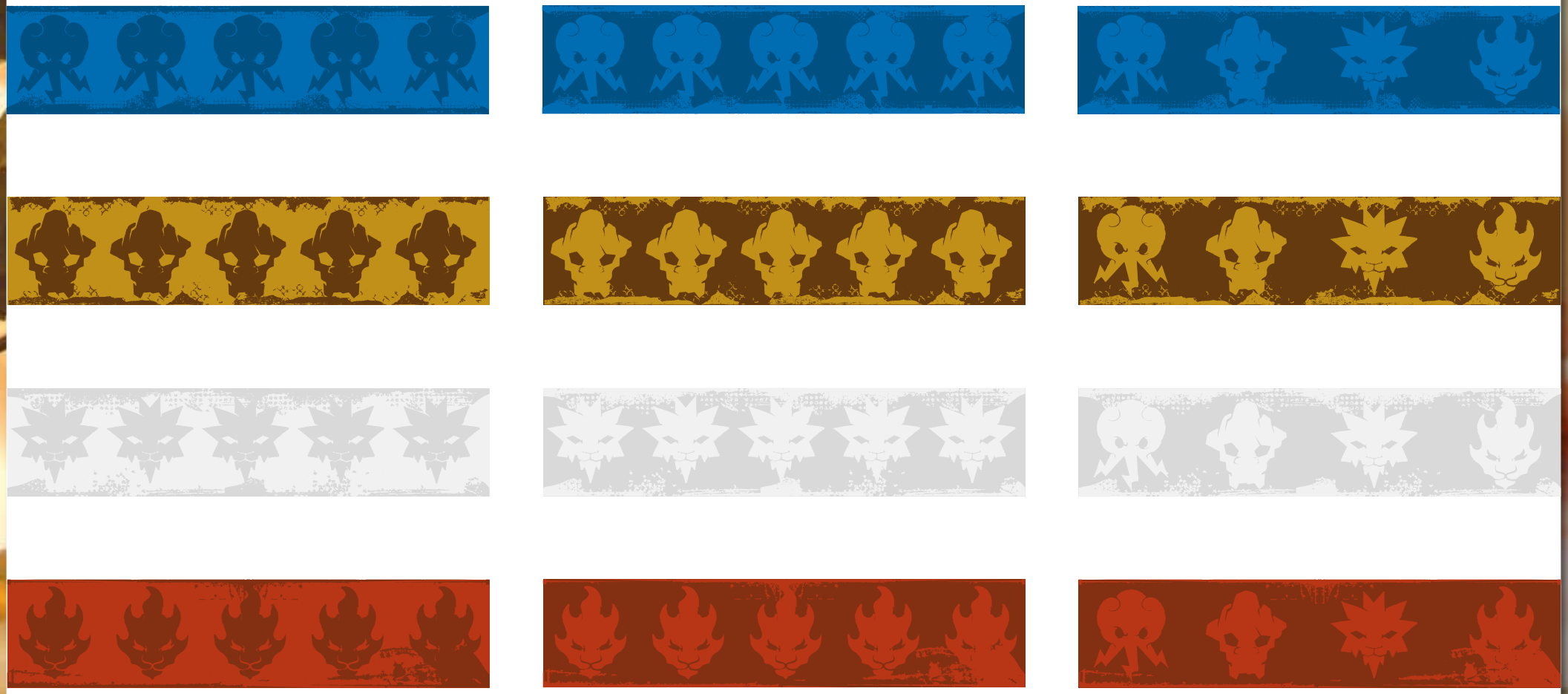




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Background.ai

Background__vector2.ai

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CMYK ART



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NinjagoBG__FInal.psd

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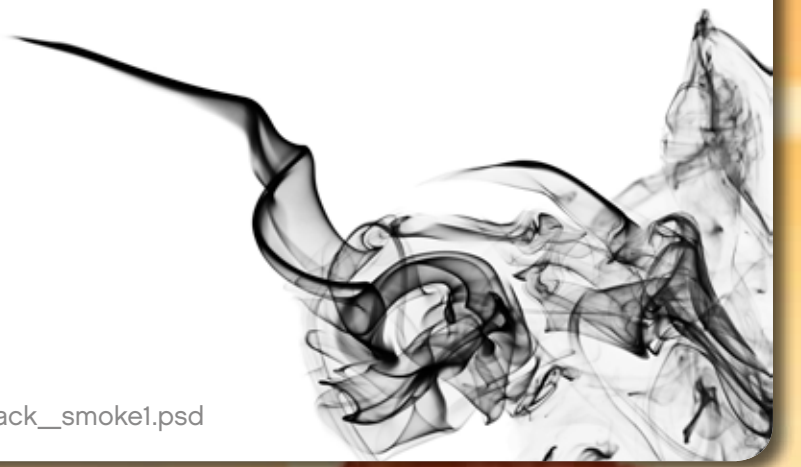


NinjagoBG__FInal__Green.psd

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CMYK ART



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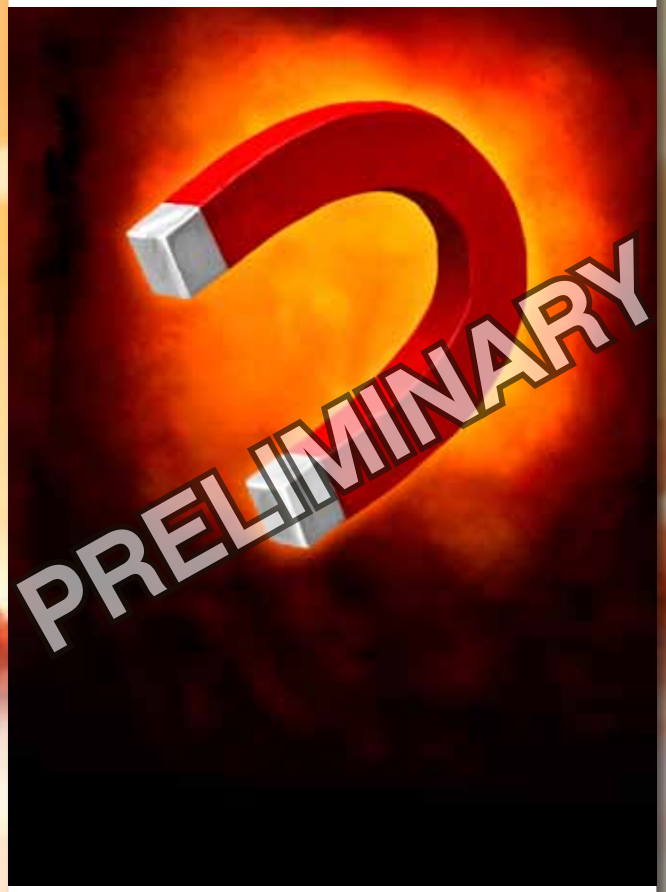
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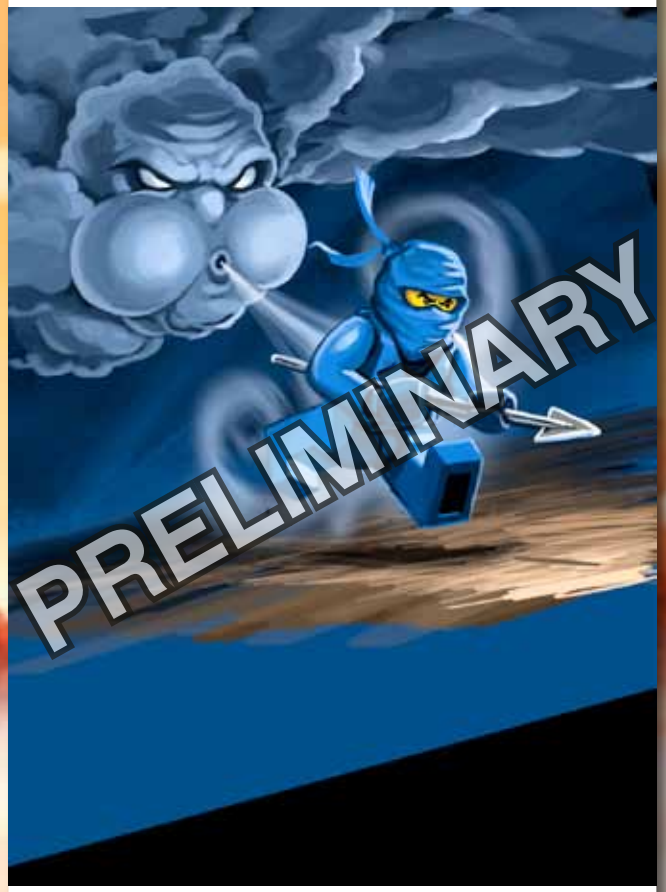
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CMYK ART



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TECHNICAL GUIDELINES



LOGO

Main logo



LEGO__Ninjago__logo__WHITE.ai

Main logo – small

Minimum size for the logo – when the logo is very small, it is allowed to remove the “Masters of Spinjitzu” line



Main logo – shadow



LEGO__Ninjago__logo__WHITE__Shadow.ai

Logo in black



LEGO__Ninjago__logo__BLACK.ai

Logo colours

Corporate Red
Pantone 485 C
C:0 M:100 Y:100 K:0
R:220 G:0 B:20

Pantone textile:
18-1763 TC

Yellow
Pantone 012 C
C:0 M:0 Y:100 K:0
R:255 G:243 B:0

Pantone textile:
13-0858 TPX

Corporate Black
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C:0 M:0 Y:0 K:100
R:0 G:0 B:0

Pantone textile:
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Corporate White
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COLOURS

PANTONE WHITE C CMYK: C:0 M:0 Y:0 K:0 PANTONE TEXTILE 11-0601 TC	PANTONE BLACK C CMYK: C:0 M:0 Y:0 K:100 PANTONE TEXTILE 19-4006 TC	PANTONE 424 C CMYK: C:5 M:4 Y:4 K:62
PANTONE 113 C CMYK: C:0 M:3 Y:19 K:0 PANTONE TEXTILE 12-0727 TC	PANTONE 1605 C CMYK: C:30 M:76 Y:100 K:0 PANTONE TEXTILE 18-1250 TC	PANTONE Cool Grey 3 C CMYK: C:5 M:4 Y:4 K:24
PANTONE 109 C CMYK: C:0 M:15 Y:100 K:0 PANTONE TEXTILE 13-0859 TC	PANTONE 4625 C CMYK: C:65 M:80 Y:100 K:70 PANTONE TEXTILE 19-1218 TC	PANTONE COOL GREY 1 C CMYK: C:4 M:3 Y:3 K:10
PANTONE 124 C CMYK: C:8 M:27 Y:100 K:0	PANTONE 483 C CMYK: C:0 M:90 Y:100 K:60	PANTONE 290 C CMYK: C:30 M:5 Y:0 K:0
PANTONE 137 C CMYK: C0 M:37 Y:100 K:0 PANTONE TEXTILE 14-1064 TC	PANTONE 484 C CMYK: C:0 M:100 Y:100 K:40	PANTONE 298 C CMYK: C:70 M:10 Y:0 K:0
PANTONE 1255 C CMYK: C:17 M:35 Y:90 K:10	PANTONE 485 C CMYK: C:0 M:100 Y:100 K:0 PANTONE TEXTILE 18-1763 TC	PANTONE 300 C CMYK: C:100 M:47 Y:0 K:0 PANTONE TEXTILE 18-4045 TC
PANTONE 467 C CMYK: C:14 M:20 Y:50 K:0 PANTONE TEXTILE 14-0925 TC	PANTONE 1625 C CMYK: C:0 M:50 Y:50 K:0	PANTONE 2955 C CMYK: C:100 M:47 Y:0 K:40

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FONTS

Gunship

ABCDEFG
HIJKLMN
OPQRST
UVXYZ

ABCDEFG
HIJKLMN
OPQRST
UVXYZ

123456
7890

Aldo the Apache

ABCDEFGHIJK
LMNOPQRST
UVXYZ

ABCDEFGHiJ
KLMNOPQRST
UVXYZ

1234567890

Vipnagorgialla

ABCDEFG
HIJKLMN
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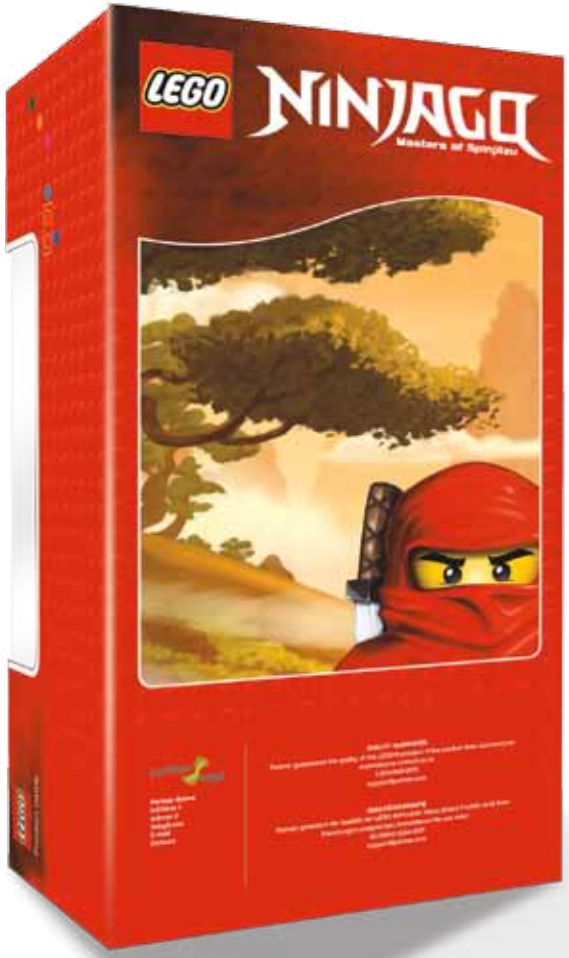
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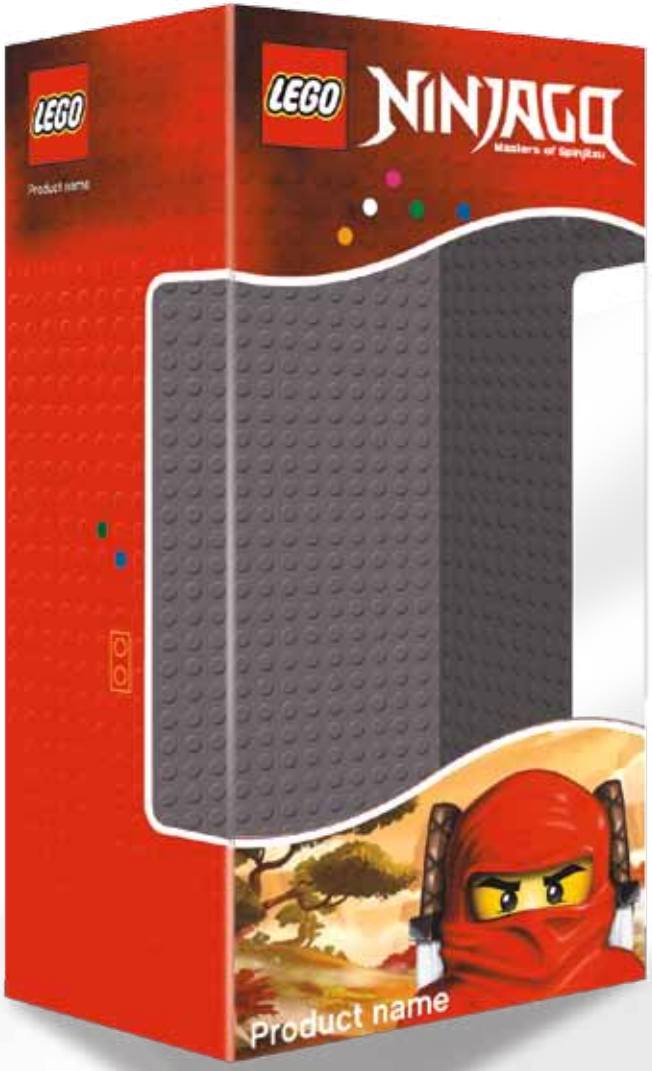
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IN-STORE IDEAS



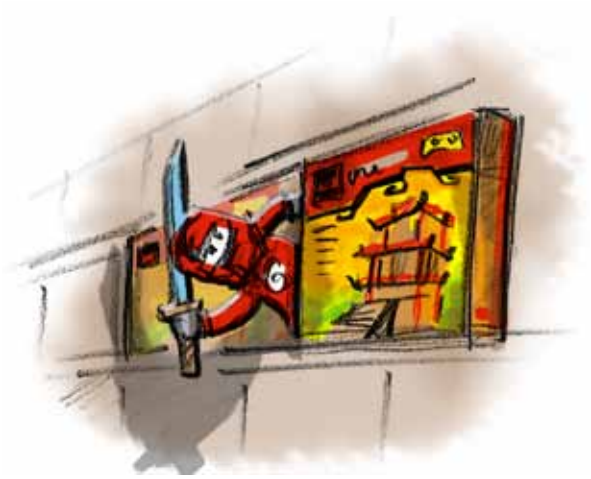
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